

Module Specification

Module Summary Information

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| 1 | Module Title | Film Distribution: Planning Strategy |
| 2 | Module Credits | 40 |
| 3 | Module Level | 4 |
| 4 | Module Code | MED4151 |

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| 5 | Module Overview |
| <p>This module examines the challenges of film distribution and the importance of developing practical research, and creative and strategic thinking skills in order to successfully take a film to market. The aim is to help you navigate and evaluate current and emerging film distribution practices, appreciate the influence of film form, target audiences and marketable potential on devising strategy and develop your understanding of marketing principles and digital communications channels for tactical campaign deployment.</p> <p>The module focuses on the independent film sector and the challenges of taking a niche product to market. In particular you will examine documentary film with a focus on contemporary practices and trends. You will learn how to align a campaign and release plan with a film's identified qualities and the financial weight of the title, paying particular attention to the challenges of marketing an independent title, which lacks the heavy weight budget of the studio blockbuster.</p> | |

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| 6 | Indicative Content |
| <ul style="list-style-type: none"> Lectures / seminars / group activities to introduce module content and provide opportunities to apply practical creative / critical thinking techniques, marketing planning methodology and research skills. Group tutorials / workshops to support development of core written and oral communication skills, necessary for employability. | |

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| 7 | Module Learning Outcomes |
| On successful completion of the module, students will be able to: | |
| | 1 Evaluate a film product's goals and marketable qualities and the potential for these to impact on distribution and marketing strategy. |
| | 2 Analyse recent shifts in distribution models and marketing strategies, and the implications for independent filmmakers. |
| | 3 Apply writing and research handling techniques to present a cohesive, persuasive distribution and marketing narrative. |
| | 4 Apply pitching techniques and methods to present a collaborative and persuasive strategic proposal. |

| 8 | Module Assessment | | |
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| Learning Outcome | | | |
| | Coursework | Exam | In-Person |
| 1,3 | x | | |
| 2,4 | | | x |

| 9 | Breakdown Learning and Teaching Activities | |
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| Learning Activities | Hours | |
| Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable | 120 | |
| Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE | 200 | |
| Private Study (PS) includes preparation for exams | 80 | |
| Total Study Hours: | 400 | |